

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



**STUDENTS' SATISFACTION TOWARDS SERVICE QUALITY AT UiTM
MELAKA CITY CAMPUS'S LIBRARY**

NUR SHAZWANI BINTI MOHAMAD KAMAL

2011575441

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SUPERVISOR:

MISS NORAZLIN BINTI ABD. AZIZ

CO-SUPERVISOR:

MR. AB MALEK BIN MD SHAH

JANUARY 2014

LETTER OF TRANSMITTAL

Nur Shazwani Binti Mohamad Kamal
Bachelor of Administrative Science (Hons.)
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Syahida Azwa Binti Md Said
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Miss Norazlin Binti Abd. Aziz
Advisor Lecturer of Applied Research
Faculty of Administrative Science and Policy Studies
UiTM Kampus Bandaraya Melaka

Dear Miss,

Submission of research report regarding of subject matter, we hereby submit our research report entitled “Students Satisfaction Towards Service Quality At Library UiTM Melaka City Campus” as requirement for the completion of applied research project (ADS 555) subject for your kind perusal and retention.

Thank you,

Yours sincerely,

Nur Shazwani Binti Mohamad Kamal
2011575441
Bachelor Of Administrative Science (Hons.)

Syahida Azwa Binti Md Said
2011522891
Bachelor Of Administrative Science (Hons.)

CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of supervisor : Miss Norazlin Binti Abd. Aziz

Title Of Research Report : Students' Satisfaction Towards Service Quality At UiTM
Melaka City Campus's Library

Name of Student 1 : Nur Shazwani Binti Mohamad Kamal

Name of student 2 : Syahida Azwa Binti Md Said

I have reviewed the final and complete research and approve the submission report for
evaluation.

DATE:

Supervisor's comment

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Moderator's comment

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ABSTRACT

This study examines the factors that influence students' satisfaction towards service quality at UiTM Melaka City Campus's library. Reviews of the literature show that there are few factors that influence students' satisfaction towards service quality. Studies done by other researchers were used as guidelines to determine what factors that can be tested in this study, and the factors are regarding on SERVQUAL dimension (tangible, reliability, responsiveness, assurance and empathy). A questionnaire survey was distributed to 357 respondents among students UiTM Melaka City Campus that get service at library. A total of 357 valid responses were obtained. Data analysis shows that significant relationship exists between five factors towards students' satisfaction towards service quality at UiTM Melaka City Campus's library. Assurance emerged as the most influential factors that influence students' satisfaction towards service quality at UiTM Melaka City Campus's library.